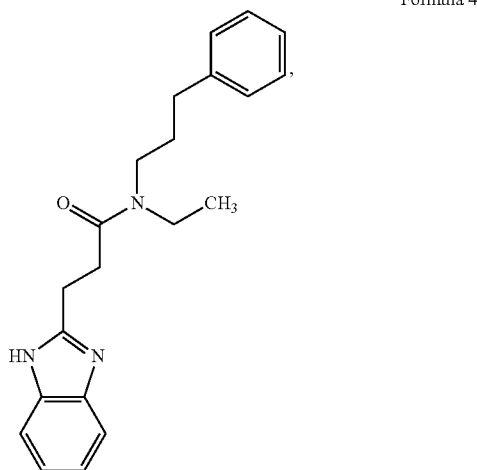
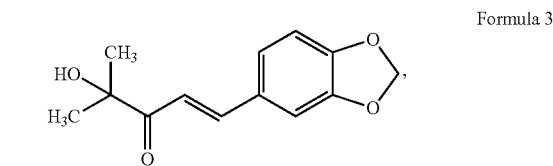
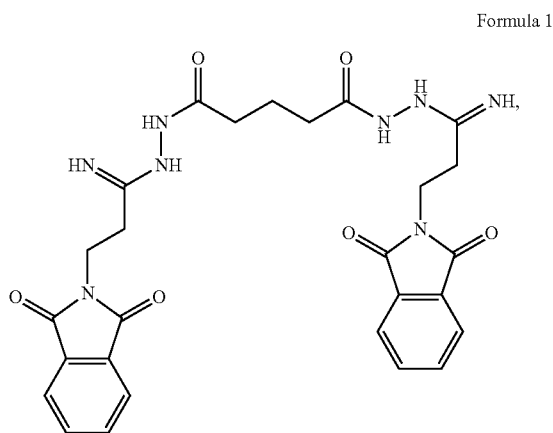
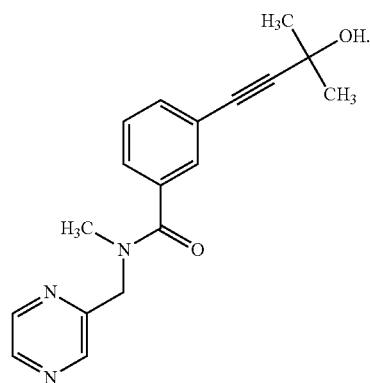
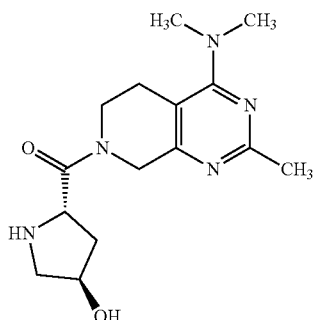
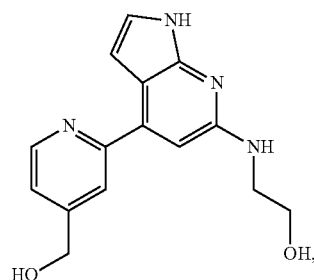


inhibitor can be effective to reduce activity of PKC $\delta$ I and is not effective to reduce the activity of PKC $\alpha$ , PKC $\beta$ , PKC $\gamma$ , PKC $\epsilon$ , PKC $\theta$ , PKC $\iota$ , PKC $\zeta$ , PKC $\delta$ II, PKC $\delta$ VIII or any combination thereof. In some aspects, PKC $\delta$ I inhibitor can simultaneously bind the DMQD amino acid sequence within the V3 hinge region of PKC $\delta$ I and the active site on the C2 domain of PKC $\delta$ I. The PKC $\delta$ I disorder can be diabetes, a cancer, an inflammatory, disease obesity, insulin resistance, metabolic syndrome hepatosteatosis, a cardiovascular disease, a neurodegenerative disease or a symptom thereof. The effective amount of the PKC $\delta$ I inhibitor can range from about 0.001 micrograms to about 1 g.

**[0006]** In some aspects, provided herein are methods of reducing adipocyte apoptosis in a subject in need thereof that can include the step of administering a pharmaceutical formulation comprising an effective amount of PKC $\delta$ I inhibitor to the subject in need thereof, wherein the PKC $\delta$ I inhibitor is a compound having a Formula as in any one of Formulas 1 and 3-7



-continued



**[0007]** The PKC $\delta$ I inhibitor can be effective to reduce PKC $\delta$ I activity in the subject in need thereof. The PKC $\delta$ I inhibitor can be effective to reduce PKC $\delta$ I activity in an adipocyte in the subject in need thereof. The PKC $\delta$ I inhibitor is a compound according to Formula 1. The PKC $\delta$ I inhibitor can be effective to reduce the activity of PKC $\delta$ I and is not effective to reduce the activity of PKC $\alpha$ , PKC $\beta$ , PKC $\gamma$ , PKC $\epsilon$ , PKC $\theta$ , PKC $\iota$ , PKC $\zeta$ , PKC $\delta$ II, PKC $\delta$ VIII or any combination thereof. The PKC $\delta$ I inhibitor can simultaneously bind the DMQD amino acid sequence within the V3 hinge region of PKC $\delta$ I and the active site on the C2 domain of PKC $\delta$ I. The subject in need thereof can have diabetes, a cancer, an inflammatory, disease obesity, insulin resistance, metabolic syndrome hepatosteatosis, a cardiovascular disease, a neurodegenerative disease or a symptom thereof.

**[0008]** Also provided herein are pharmaceutical formulations that can have an amount of a PKC $\delta$ I inhibitor, wherein the amount can be an effective amount that can reduce PKC $\delta$ I activity in a subject, and wherein the PKC $\delta$ I inhibitor can be a compound having a Formula as in any one of Formulas 1 and 3-7